

[For partners: Talking points and tips for working with the media]

**American Diabetes Association Alert Day® March 2013**  
**Talking Points & Tips for Working with the Media**

**What is American Diabetes Association Alert Day®?**

American Diabetes Association Alert Day®, observed annually on the fourth Tuesday in March, is a one-day wake-up call to inform the American public about the seriousness of diabetes, particularly when diabetes is left undiagnosed or untreated. Diabetes Alert Day 2013 will be observed on **Tuesday, March 26**.

In support of Diabetes Alert Day, the National Diabetes Education Program (NDEP) is encouraging its partners to take action on Diabetes Alert Day and throughout the month of March.

What is NDEP's **"Call to Action"** in support of Diabetes Alert Day?

- Learn about your family history for developing type 2 diabetes. The NDEP has tools to help you learn more about your family health history of diabetes at [www.YourDiabetesInfo.org/AlertDay2013](http://www.YourDiabetesInfo.org/AlertDay2013):
  - Take the Diabetes Risk Test;
  - Take NDEP's *Family Health History Quiz*; and
  - Use NDEP's *4 Questions You Should Ask your Family about Diabetes and Family Health History*.

**Diabetes Alert Day Key Messages:**

- Nearly 26 million Americans have diabetes.
- One out of every four people with diabetes does not know that he or she has the disease.
- Another 79 million adults in the United States have prediabetes, a condition that increases their chances of developing type 2 diabetes.
- Diabetes is a serious disease, particularly when it is left undiagnosed or untreated.
- If undiagnosed or untreated, diabetes can lead to serious health problems such as heart disease, blindness, kidney disease, stroke, amputation and even death. With early diagnosis and treatment, people with diabetes may prevent the development of these health problems.
- Knowing about your risk for type 2 diabetes is the first step toward preventing or delaying the onset of the disease or promoting an early diagnosis.
- Additional risk factors for type 2 diabetes include age, certain ethnicities, a history of gestational diabetes (diabetes that developed during pregnancy).

**Diabetes Alert Day Family Health History/ Prevention Messages:**

- One important risk factor for diabetes is family history.
  - Most people with type 2 diabetes have a family member with the disease.

- If you have a mother, father, brother or sister with type 2 diabetes, you are at risk for type 2 diabetes.
- If you have a family history of diabetes – or other risk factors that increase your chances of getting type 2 diabetes such as being overweight or obese, physically inactive, over the age of 45, or if you got diabetes during pregnancy – there are things you can do to help prevent or delay the onset of the disease.
  - Choose foods such as fruits and vegetables, fish, chicken and turkey without the skin, dry beans and peas, whole grains, and low-fat or skim milk and cheese. Drink water instead of juices or sodas.
  - When eating a meal, fill half of your plate with fruits and vegetables, one quarter with a lean protein, such as beans, or chicken or turkey without the skin, and one quarter with a whole grain, such as brown rice or whole wheat pasta.
  - Set a goal to be active at least 30 minutes, 5 days per week. You can start slow by taking 10 minute walks, 3 times a day. Ask family members to be active with you.
  - Every day write down what you eat and drink and the number of minutes you are active. Review it every day. This will help you reach your goals.
  - Talk to your doctor about your family health history. Diabetes is a serious disease and it is important to know your risk for type 2 diabetes.

#### **Additional Related Tools and Resources:**

- **Diabetes Risk Test** (<http://ndep.nih.gov/am-i-at-risk/diabetes-risk-test.aspx>) – Could you have diabetes and not know it? One in four Americans with diabetes has it and doesn't know it. Take this test to see if you are at risk for type 2 diabetes.
- **Diabetes HealthSense** – NDEP's online library available at [www.YourDiabetesInfo.org/HealthSense](http://www.YourDiabetesInfo.org/HealthSense), of more than 160 resources that includes links to tools and programs to help people set goals and find ways to deal with the stress and emotions that can prevent a person from achieving their health goals — whether they have diabetes or are at risk for the disease.
- **Just One Step** – Lifestyle change does not happen all at once, but one small step at a time. Designed to help people break down healthy changes into small, manageable steps, *Just One Step* ([www.YourDiabetesInfo.org/JustOneStep](http://www.YourDiabetesInfo.org/JustOneStep)) was developed to help people do just that – help people take the first of several small steps that will lead to big rewards when it comes to delaying or preventing type 2 diabetes. The *Just One Step* tool is strongly aligned with the “Make A Plan” section of *Diabetes HealthSense*, the idea being after a person has succeeded at the first few steps, they will be ready to make a plan to lower their risk and/or better manage their diabetes.
- Call 1-888-693-NDEP (6337) or visit [www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org) for more information on preventing type 2 diabetes.

## Media Relations Tips

*The NDEP has developed the following media relations tips to help NDEP partners promote Diabetes Alert Day and type 2 diabetes prevention messages in their community outreach efforts.*

*The NDEP has also developed an online toolkit to provide partners with ideas and resources to support their Diabetes Alert Day outreach efforts available at [[www.YourDiabetesInfo.org/AlertDay2013](http://www.YourDiabetesInfo.org/AlertDay2013)].*

*For year-round media and promotional tips and tools, check out [NDEP's Promotional Toolkit](http://ndep.nih.gov/partners-community-organization) for partners available at <http://ndep.nih.gov/partners-community-organization>.*

### **Traditional Media – Print, Television, Radio**

- First you need to determine your target audience. Who are you trying to reach? This will likely be people at risk for type 2 diabetes and their families and women who have had gestational diabetes and the children of those pregnancies.
- Think of an angle for your story. What makes it interesting, unique, or generally newsworthy? This is important for getting media coverage.
- Contact your local paper, television, and/or radio station about your story or event. Do your homework on the media outlets and reporters at those outlets with which you are working. Research them online and read previously published stories on your topic, or similar topics, so that you know the best angle/ approach when offering your story.
- When you speak with reporters, understand that their time is limited and be prepared to give them your pitch. Always ask if it is a good time to talk. If it is not, find out a more convenient time to follow up. If a reporter contacts you, always ask what their deadline is so you can respond to their request in a timely fashion.
- Try to localize your story. Focus on local people, events, organizations, and/or statistics specific to your area; it will make the information more newsworthy in the eyes of a writer or reporter. To find more diabetes statistics and prevalence rates for your area, visit <http://apps.nccd.cdc.gov/ddtstrs/> or your state department of health.
- Be prepared to offer access to local people who can speak to the subject. Some examples would be a health care professionals or a person at risk for type 2 diabetes – someone with a family history of the disease or a woman who has had gestational diabetes.
- Offering individuals from your organization or community to be interviewed for a potential feature story may help add a human element to the story. (For example, offering someone who is proactively taking steps to find out if they are at risk for type 2 diabetes because they have a family history of the disease may be of more interest to a reporter than simply offering the diabetes prevalence statistics alone.)
- Provide reporters with additional materials developed by NDEP and available at [www.YourDiabetesInfo.org/AlertDay2013](http://www.YourDiabetesInfo.org/AlertDay2013), including:
  - NDEP's *Family Health History Quiz*;
  - NDEP's *4 Questions You Should Ask your Family about Diabetes and Family Health History*;
  - The link to the **Just One Step** resource available at [YourDiabetesInfo.org/JustOneStep](http://YourDiabetesInfo.org/JustOneStep); and,
  - The **Diabetes Risk Test** (<http://ndep.nih.gov/am-i-at-risk/diabetes-risk-test.aspx>).

### **Social Media**

- Utilize social media. Consumers are increasingly using online social technologies such as blogs, social networking sites, YouTube, and podcasts to discuss health issues and to find health information.
- Don't forget to follow NDEP on Twitter @NDEP ([www.twitter.com/NDEP](http://www.twitter.com/NDEP)), become a fan on Facebook (and look for our videos on YouTube ([www.youtube.com/ndepgov](http://www.youtube.com/ndepgov))). Feel free to "re-tweet" and share NDEP posts with your social media friends.
- Share NDEP's Diabetes Risk Test, available in English and Spanish, with your colleagues and people at risk for diabetes. To view the Diabetes Risk Test, visit <http://ndep.nih.gov/am-i-at-risk/diabetes-risk-test.aspx>.
- Support the NDEP's "Family Health History Quiz" Facebook Event.

### **Event Promotion**

- Invite local media to your event ahead of time using the Diabetes Alert Day news release and follow up with them prior to the event using a reminder e-mail.
- If you are hosting an event, have credible sources such as an organization spokesperson on hand to provide quotes to and answer questions from members of the media.
- Have informative materials on hand, such as the news release, feature articles, and [diabetes statistics and prevalence rates](#). These can provide background information to journalists and help them craft their stories. To view the campaign toolkit materials, visit [www.YourDiabetesInfo.org/AlertDay2013](http://www.YourDiabetesInfo.org/AlertDay2013).

### **Interview Preparation**

- Answer only one question at a time and make your most important points first.
- Prepare answers to anticipated questions ahead of time and practice them.
- If asked a question that does not relate to your interview topic, you can bridge to a response to bring you back to your key message such as, "That's interesting, what's important to know is..."
- Stick to the talking points provided, and when in doubt, return the focus to your key messages.
- If you are unsure of facts, say so. However, you can offer to get back to the reporter with the information and follow up as soon as possible after the interview.
- For broadcast interviews, try to respond in short, 20-second or less answers for great "sound bites." Focus on the most important messages or facts about diabetes.